[Method For Click-Stream Analysis Using Web Directory Reverse Categorization]

Abstract of Disclosure

A method can be used to profile a user using network addresses, category information, and corresponding temporal information when the user requested or received information from those network addresses. A table can be created that includes the user identifier, category information, and temporal information. The user profile can be generated and based at least in part on the user identifier, category information, and at least some of the temporal information. In a specific embodiment, the user identifier, network addresses, and timestamps may be the only source of user information. Embodiments can also include data processing system readable media having code to perform at least part of the methods. The methods and data processing system media can be implemented without having to generate complex code or rely on user provided information.

Figures